

# AGRICULTURE EXTENSION AND MASS COMMUNICATION



A. K. Singh



AGRICULTURE  
EXTENSION AND  
MASS COMMUNICATION

---



# AGRICULTURE EXTENSION AND MASS COMMUNICATION

---

A. K. SINGH



AGROBIOS (INDIA)

Published by:

**AGROBIOS (INDIA)**

Agro House, Behind Nasrani Cinema

Chopasani Road, Jodhpur 342 002

Phone: 91-0291-2643993, 2643994, Fax: 2642319

E. mail: agrobiosindia@gmail.com; agrobios@sify.com

Website: agrobiosindia.com



AGROBIOS (INDIA)

**First Edition: 2014**

**© (2014) All Rights Reserved**

All rights reserved. No part of the book or part thereof, including the title of the book and figures, be reprinted in any form or language without the explicit written permission of the author and the publishers. The copyists shall be positively prosecuted.

**ISBN No. (13): 978-81-7754-540-1**

**Published by:** Dr. Updesh Purohit for Agrobios (India), Jodhpur

**Laser Typeset at:** Yashee Computers, Jodhpur

**Cover Design by:** Reena

**Printed at:** Babloo Offset, Jodhpur

---

# Preface

---

There is a significant event took place that epitomized the power of the emerging role of the media in the modern world. With each year that passes, the mass media and the various means of communication available to us exert a greater and more direct impact upon our cultures, societies, economies, and everyday lives. The media and the means of communication have grown in importance and influence. The ubiquitous nature of old and new media in world and new agricultural technologies developed in past years can be used by extension workers in India.

There is a revolutionary changes in mass media, globally speaking, have occurred with the arrival of the satellite communication and ushering in of the internet age. Besides, radical transformation brought in printing technology, ably supported by computers, the dawn of facsimile and e-mail have completely altered the mass media scene in the entire world. Every medium of mass communication has assumed tremendous potential and immense power to become an effective science and art and a veritable academic discipline. It is, therefore, bounden responsibility of the Universities to provide adequately modern facilities for teaching and research in these ever developing programmes.

Agricultural development is indispensable for sustainable agricultural production. Agriculture is becoming increasingly information sensitive. Information and communication has

become an increasingly powerful tool for improving the delivery of basic services and enhancing local development opportunities. The success of the transfers of information to the ultimate users is usually done through the use of mass media which is increasingly becoming a veritable instrument for transforming Indian agriculture.

Information flow in farmers through traditional and ICT applications is important through. It provided knowledge of new and advanced agricultural technology to them. transfer. Radio is the most used mass media source for farm information by the farmers relative to television, print and telephone. The major constraints to use of mass media for farm information include; lack and inconsistent supply of power, financial constraints, language barrier and time of programme presentation. The use of ICT for farm information is extremely low as it is basically limited to radio broadcast. Sustainable, application of ICT to agricultural technology transfer in India can be realized when such issues as erratic and inconsistent power supply, enhancement of farmers knowledge of and access to telephone and internet facilities, sponsorship of agriculture radio and television programmes in the local languages by NGOs and others, and adequate funding of extension organizations to enable them acquire ICT components, are sufficiently addressed.

It is suggested that more efforts should be geared in planning rich agricultural programmes which many farmers may utilize to improve their farming activities via radio and television especially in the mornings and evenings. The stakeholders (*e.g.* non-governmental organizations) and other Government bodies should endeavour to sponsor some of the agricultural programmes to help farmers' education. In India Rural television viewing centers should be constructed and equipped to educate farmers on new science-based agricultural practices, safety and citizenship. The media should liaise with research institutes and KVKs. The media should also encourage rural farmers to form listeners groups or forums.

The aim for writing this book is to present various means of mass communication which can easily reach to the farmers with the help of NGOs and KVKs.

I hope the extension workers will take serious action plan to educate the farmers for sustainable agricultural development and for the prosperity of farmers.

**Author**



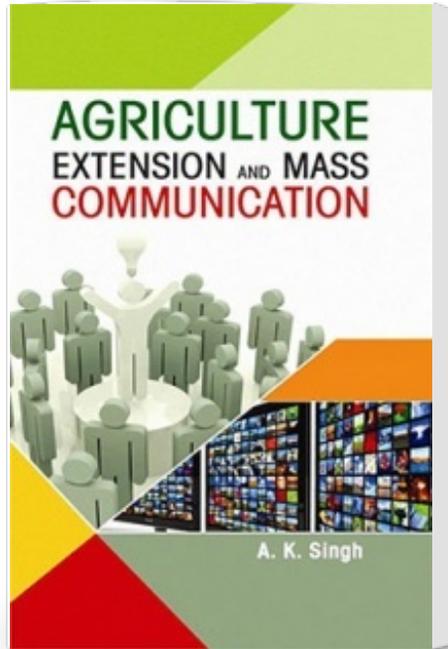
---

# Contents

---

<b>I</b>	<b>Agriculture Extension .....</b>	<b>I</b>
	Extension Approach.....	2
	<i>Types of Extension Approaches.....</i>	2
	Agricultural Extension in India .....	3
<b>2</b>	<b>Communication .....</b>	<b>8</b>
	Communication.....	8
	Concepts of Communication.....	9
	Forms of Communication .....	9
	Direction of Communication.....	11
	<i>Downward Communication .....</i>	11
	<i>Upward Communication .....</i>	12
	<i>Horizontal Communication.....</i>	13
	Barriers to Communication.....	13
	<i>Physical Barriers .....</i>	14
	<i>Perceptual Barriers .....</i>	14
	<i>Emotional Barriers .....</i>	14
	<i>Cultural Barriers.....</i>	15
	<i>Language Barriers.....</i>	15
	<i>Gender Barriers .....</i>	15
	<i>Interpersonal Barriers.....</i>	15
	<i>Other Barriers in Communication.....</i>	15
	Functions of Communication.....	16
	<i>Transmitting of the Message.....</i>	17
	Content .....	17
	Context .....	17

# Agriculture Extension and Mass Communication



Publisher : Agrobios  
Publications

ISBN : 9788177545388

Author : A K Singh

Type the URL : <http://www.kopykitab.com/product/6864>



Get this eBook